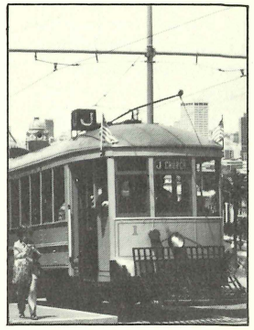
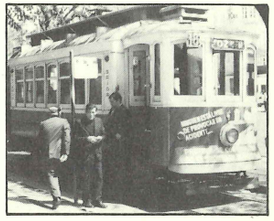
STORIES OF THE CARS

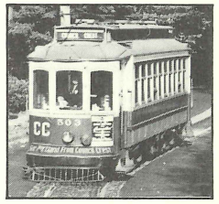


The People's Car. Until 1912, all U.S. streetcar systems were privately owned, often by utility companies who also supplied gas and electricity. That year, Car 1 was built—the first publicly-owned streetcar in America, running on the new "Municipal Railway." It served 40 years before retirement, and has since been fully restored by Muni.

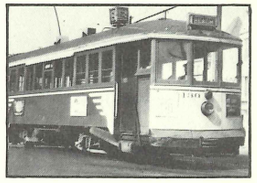


Portuguese Pair. The J.G. Brill Company of Philadelphia was perhaps the most famous trolley builder in the world. Certainly its cars rode more rails in more corners of the globe than any other trolley makers' product.

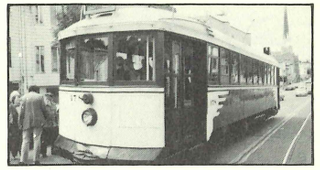
Two such Brill cars were shipped to Oporto, Portugal in 1909 and 1912, serving there 70 years. About the size of a cable car, these small trolleys feature ornate mahogany and oak interior trim. They join the Festival courtesy of Eastman Kodak Company and the Westin St. Francis Hotel.



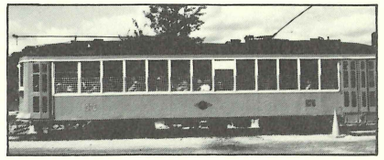
Portland's Pride. This larger 1903-model Brill car was known as a "semi-convertible" design, featuring windows which slide up into the roof of the car. This made it a special pleasure to ride on warm summer days in Portland, Oregon, where it ran until 1950 on the Council Crest line. Restored by the Oregon Electric Railway Historical Society, this car appears in the Festival courtesy of Embarcadero Center.



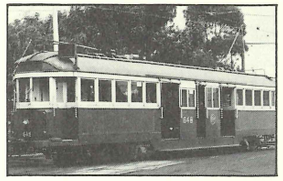
Reclaimed Wrecker. Built in 1914, Muni Car 130 carried passengers in San Francisco for 44 years. Then it served 25 years as a "wrecker," towing becalmed streetcars back to the barn. Muni craftspeople restored it especially for the Festival, to the blue and gold livery it wore for the 1939 Treasure Island World's Fair. Its sponsor: Security Pacific Bank.



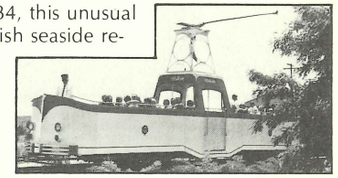
Iron Monster. San Francisco's old streetcars were nicknamed "iron monsters," though they were largely made of wood. While not built like a ship, car 178 *was* built by a local shipyard, Bethlehem, in 1923. Preserved by the Bay Area Electric Railroad Assoc., it wears its 1950s paint scheme, and joins the Festival with the help of Levi Strauss and Co.



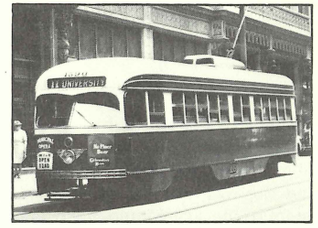
Milwaukee "One-Man". Hit by rising costs in the 1920s, many cities tried to eliminate the conductor on their cars. Cars with added safety devices became popular, including this type of "one-man" car, built in 1928 by St. Louis Car Company for Milwaukee. It was brought to San Francisco thanks to support from Delta Airlines.



Up From Down Under. Melbourne operates one of the largest remaining streetcar systems in the world, and is currently replacing many old cars with modern models. Car 648 was built in 1930, and carried Australians until early this year. It crossed the Pacific especially for the Festival thanks to help from Pan Am.



Very British. Built in 1934, this unusual open car ran in the English seaside resort of Blackpool, giving tourists great views on nice days. A twin of this "boat tram" delighted visitors to Philadelphia during the Bicentennial. Fittingly for its nautical theme, it appears courtesy of The Anchorage, Pier 39, The Cannery and Ghirardelli Square.



St. Louis Special. By the 1930s, lots of people thought of trolleys as old-fashioned. The "PCC" car was designed to combat that image with a modern, more automotive look. Car 1704, a 1946 PCC model, was built in St. Louis *for* St. Louis, then finished its career in San Francisco. It has been restored thanks to Anheuser-Busch and Bracco Distributing Company.

THE TROLLEY'S TIME

Before America's love affair with the automobile, there was its romance with the trolley.

When the Civil War ended, America was still a nation of country dwellers. Cities were small, and horse-drawn transportation limited expansion.

Then, in 1873, in San Francisco, Andrew Halladie invested the cable car to climb hills that horses couldn't. Since it also worked on flat streets, dozens of cities from New York to Melbourne, Australia were soon building cable car lines of their own.

In 1888 came the first practical trolley car line, built by Frank J. Sprague in Richmond, Virginia. Faster and cheaper than cables everywhere but steep hills, by the turn of the century, the trolley was king of the road.

With 100,000 cars and 45,000 miles of track in the U.S. by 1918, the trolley helped trigger explosive urban and suburban growth, bringing easy mobility to Americans for the first time, usually for a nickel a ride. This personal freedom of movement is taken for granted today, thanks to automobiles and inexpensive bus, train and air travel.

From the 1920s on, the streetcar's role in American life diminished steadily. A few years ago, only seven U.S. cities still ran trolleys. But now, a modest renaissance is under way. San Diego opened a fabulously successful new trolley line in 1981. Several other cities are building or planning similar systems now.

To celebrate this important part of America's—and San Francisco's—history, a private-public partnership between the City and the San Francisco Chamber of Commerce was forged. The purchase of advertising rights by leading firms supported the considerable costs of bringing these historic trolleys and trams to San Francisco, while the City underwrote the operating costs. Thanks to this joint effort, "the past is present on Market Street" this summer, for San Franciscans and their guests from around the world to enjoy.

SPECIAL THANKS TO:

Bechtel, Public Relations Department, for project management and donated Festival advertising.

Bay Area Electric Railroad Association, for maintenance and training advice and support.

Eureka Valley/Upper Market Planning Committee.

San Francisco Municipal Railway, its management and dedicated employees.

TROLLEY SCHEDULE

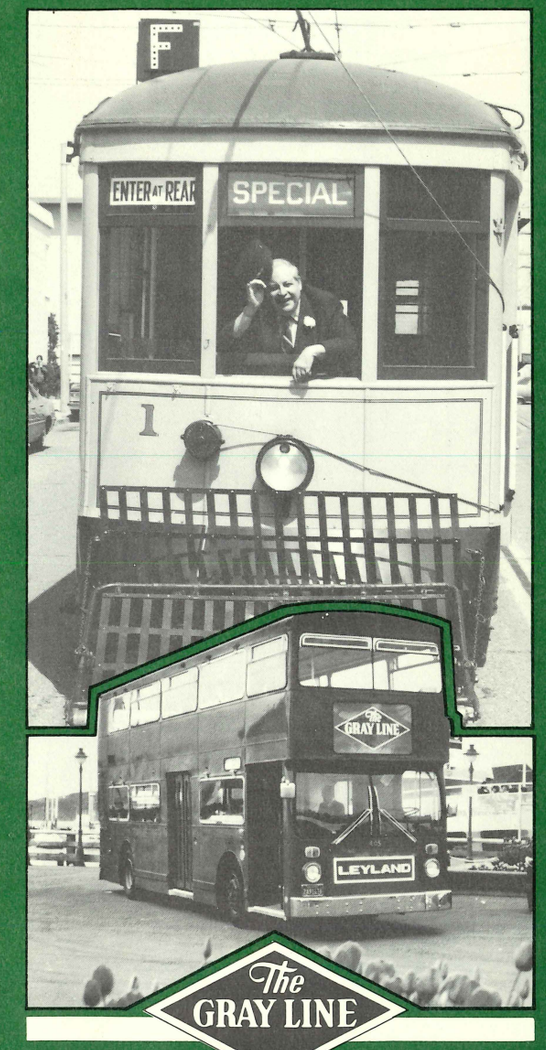
Trolleys run every fifteen minutes between the Transbay Terminal and 17th and Castro Streets as follows:

Saturdays, Sundays and Holidays: 11 AM—7 PM
Mondays, Thursdays and Fridays: 9 AM—5 PM.
No service Tuesdays and Wednesdays.

Charter a historic trolley for your group! Day or evening trips. Call 558-2451.

San Francisco Historic Trolley Festival

A joint project of the San Francisco Chamber of Commerce and the City and County of San Francisco



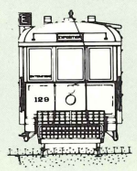
The GRAY LINE

Cable Car Alternative

GRAY LINE DOUBLE-DECKERS

San Francisco is a city that cherishes its traditions. Gray Line Sightseeing Tours have been a San Francisco tradition for 72 years. Now, Gray Line's bright red British Double Deck Buses are serving San Francisco visitors as a "Cable Car Alternative" while the city's famous hill-climbers are being repaired. The numbered Double-Decker stops are indicated inside diamonds on the map to the right. Buses run every half hour, 10 AM-7 PM, daily.

Don't forget that Gray Line offers many great tours in and around San Francisco, including: San Francisco Deluxe City Tour; Muir Woods, Giant Redwoods & Sausalito; Wine Country; Monterey, Carmel & 17 Mile Drive; San Francisco by Night & Chinatown; Night Club Tours; Bay Cruise; Alcatraz. For more information about Gray Line Sightseeing Tours call 771-4000.

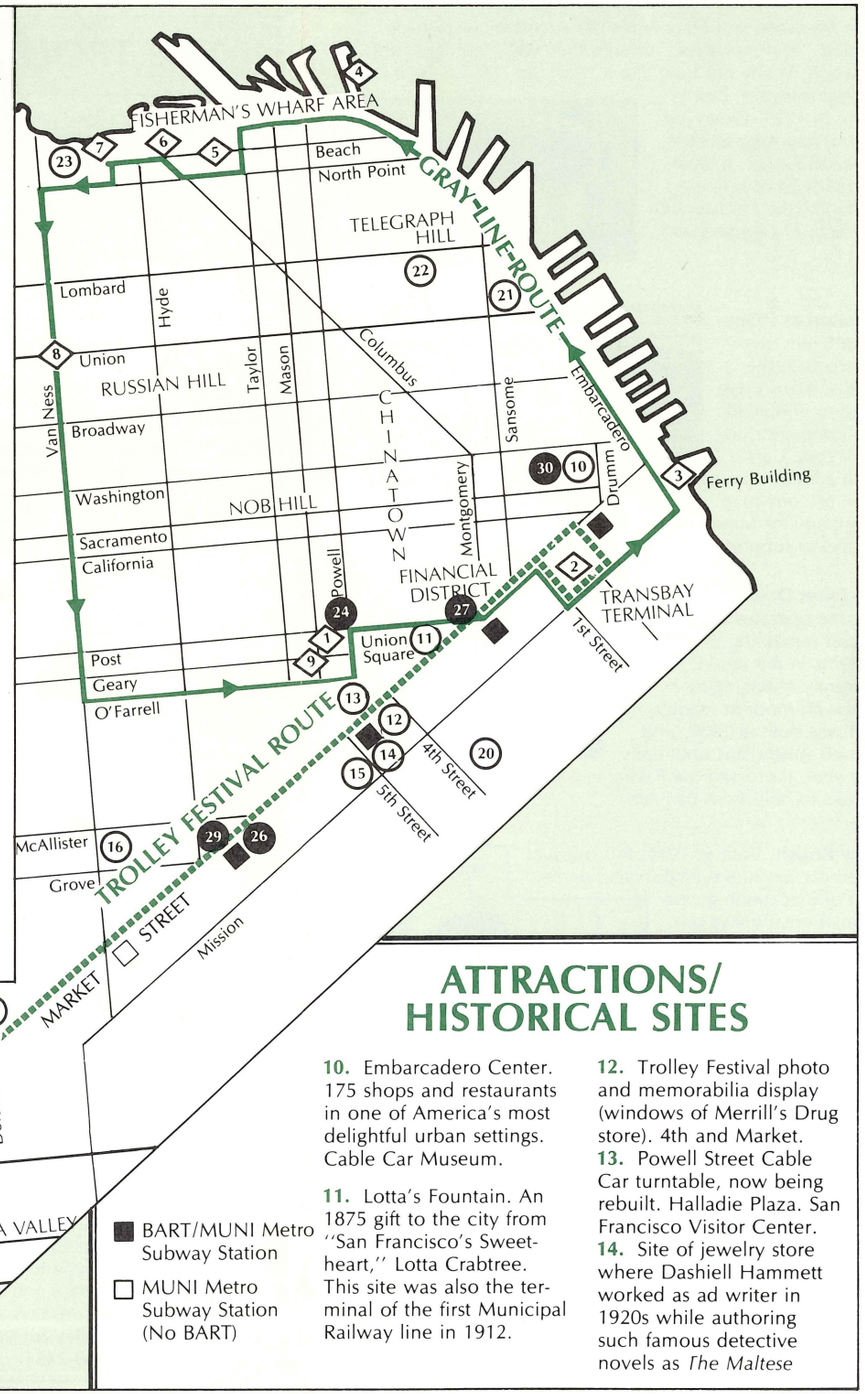


Regular Muni fares are in effect for the historic trolleys. (adults 60¢). Conductors cannot make change.

Because of the special costs in keeping up these vintage vehicles, your additional contributions are welcomed. Bills and coins may be placed in any trolley farebox.

GRAY LINE DOUBLE-DECKER STOPS

1. Union Square. Long-time focus of department store shopping. Gray Line stop across street from Westin St. Francis Hotel.
2. Transbay Terminal. Built in 1939 for Bay Bridge trains, now used by buses. Trolley Festival terminal. Connect with Gray Line Double-Deckers to Fisherman's Wharf.
3. Ferry Building. Once the busiest transportation hub in America. Today, terminal for ferries to Marin.
4. 5. 6. 7. Fisherman's Wharf Area. San Francisco's most popular visitor attraction. Anchored by four major shopping and restaurant complexes: Pier 39 (Stop 4) on the east and The Anchorage (Stop 6), The Cannery (Stop 6) and Ghirardelli Square (Stop 7) on the west. Dozens of other shops, restaurants and attractions in between.
8. Union & Van Ness. Change for Muni 41 and 45 trolley bus lines west to Union Street shops and restaurants.
9. Mason & O'Farrell Sts. (Hilton Hotel.)



ATTRACTIONS/ HISTORICAL SITES

10. Embarcadero Center. 175 shops and restaurants in one of America's most delightful urban settings. Cable Car Museum.

11. Lotta's Fountain. An 1875 gift to the city from "San Francisco's Sweetheart," Lotta Crabtree. This site was also the terminal of the first Municipal Railway line in 1912.

12. Trolley Festival photo and memorabilia display (windows of Merrill's Drug store). 4th and Market.
13. Powell Street Cable Car turntable, now being rebuilt. Halladie Plaza. San Francisco Visitor Center.
14. Site of jewelry store where Dashiell Hammett worked as ad writer in 1920s while authoring such famous detective novels as *The Maltese Falcon*. This corner, 5th and Market, was terminal of City's only interurban streetcar line, to San Mateo.

15. Old U.S. Mint, built 1874. Now a free public museum, with displays including $1,000,000 in gold.

16. Civic Center. City Hall, completed 1915, considered by many America's grandest Municipal structure.

17. New U.S. Mint, built 1937, on what's now called "Mint Hill." Not open to the public.

18. Mission Dolores, one block east of Festival line at 16th. San Francisco's oldest building (1776). Open 9-4:30 daily.

19. Eureka Valley/Upper Market Area, including Church, Market and Castro Streets. West Festival Terminal. A unique community with a diverse population, including many Gay men and women. Features: Castro Theater, 1920s movie palace; restored Victorian homes; dozens of interesting shops and many fine restaurants.

20. Moscone Center. Huge new underground meeting facility is site of 1984 Democratic National Convention.

21. Levi's Plaza. New breathtaking urban office complex, home of Levi Strauss & Co. at the foot of Telegraph Hill.

22. Coit Tower. Built 50 years ago atop Telegraph Hill as memorial to San Francisco firefighters. Spectacular views from the top; interesting period murals at the base.

23. Aquatic Park/National Maritime Museum. Hyde Street cable car turntable, now being rebuilt. Free maritime museum and historic ship display.

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BREAKFAST LUNCH DINNER
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Over 175 of San Francisco's finest shops and restaurants, including 12 restaurants open evenings. Stay at the Hyatt Regency Hotel and visit the Cable Car Museum in Four Embarcadero Center.
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Good looking. Great shopping.
More than 20 special stores surrounding a garden atrium, open seven days and six nights every week.
On the Upper Market Street "Silver Strip" promenade.
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